A Quarter Century of

MAPOR

In Retrospect and Prospect

Midwest Association for Public Opinion Research
November 17-18, 2000
Chicago, Illinois
Radisson Hotel & Suites

2000
MAPOR Officers, 1999-2000

President: Stephen Everett
Vice President/President-Elect: William Rosenberg
Past President: Sherry Marcy

Secretary-Treasurer: Douglas Blanks Hindman
Program Chair: K. Viswanath
Program Co-Chair: Julie Andsager

Executive Board Members: Roya Akhavan-Majid, Thomas Johnson, Allan McCutcheon

MAPOR Fellows

1988 - Doris Graber
1989 - George Donahue, Clarice Olien, & Phillip Tichenor
1990 - Jack McLeod
1992 - Donna Charron
1993 - David Weaver

1994 - George Bishop
1996 - Lee Becker
1997 - Paul Lavrakas
1998 - Leo Jeffres
1999 - M. Mark Miller

MAPOR Fellow Student Paper Award Winners

1998 - Dietram Scheufele and Patricia Moy, University of Wisconsin-Madison
1999 - Gregor Petric, University of Ljubljana

Thanks to 2000 Conference Sponsors

Center for Survey Research, Ohio State University
GENESYS Sampling Systems
Institute for Policy Research, Northwestern University
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Research Solutions, Inc.
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SSI
Survey Research Laboratory, Drexel University
Friday, November 17

8:30 a.m. - 5 p.m.
Registration (coffee, tea, bakery)
Intermezzo

10 a.m. - 11:30 a.m.
Paper Session 1
Third Person and Other Bias Effects
Symphony A
Moderator: David Demers, Washington State University

Public Opinion About Primate Research: Assimilation and Contrast In Estimating Attitudes of Others
Albert C. Gunther & Stella Chih-Yun Chia, University of Wisconsin-Madison.

The Impact of Available Information About Hypothetical Others on Third-Person Perception
H. Allen White & John Dillon, Murray State University.

Preparing for the Millennium Bug: Biases in Perceptions of the Effect of Y2K News
David Tewksbury, University of Illinois, Patricia Moy. University of Washington, & Deborah Weis, University of Illinois.

Cultural Influence on the Third-Person Effect About the Internet
Joungsoon Kim, Southern Illinois University.

Discussant: Zhongdong Pan, Chinese University of Hong Kong & University of Michigan

Memories of MAPOR: A congenial place where academics and practitioners meet; dining with old friends; hearing yet another panel on declining response rates; trying to explain hierarchical regression tables; watching graduate students give their first-ever presentations; as discussant, trying to integrate four very different papers; becoming a MAPOR Fellow; bucking the winds off Lake Michigan; watching as the Christmas lights go on; and looking forward to an even better MAPOR next year.
Jack McLeod

Paper Session 2
Involvement, Caring & Citizenship
Symphony B
Moderator: Diane Rucinski, University of Illinois at Chicago

Who Gives Their Money and Their Time? Why Do They Do It and What Might Cause Them to Give More?
William Rosenberg, Drexel University.

Who Cares About the Issues? Media Influences on Issue Awareness, Issue Stage, and Issue Involvement in a Local Community
Dietram A. Scheufele, James Shanahan, & Sei-Hill Kim, Cornell University.

Untangling the Ties That Bind: The Relationship Between Internet Use and Engagement in Public Life
Dhavan V. Shah, Michael Schmierbach, Joshua Hawkins, Michael Ericson, Rodolfo Espino, Janet Donavan, & Soo-Wan Chung, University of Wisconsin

Discussant: Lars Willnat, George Washington University
11:45 a.m. - 1:15 p.m.

Luncheon (Ticket Required)
13th Floor

Presiding: Steve Everett. MAPOR President

Speaker: Murray Edelman, Voter News Service

1:30 p.m. - 3 p.m.

Paper Session 3

Presidency & the Public Opinion
Symphony A

Moderator: Tudor Vlad, Babes Bolyai University, Romania, & University of Georgia

Living in Nixon's Shadow: Factors Influencing Public Opinion About the Watergate and Lewinsky Affairs
Thomas J. Johnson, Southern Illinois University, & Marilyn Roberts, University of Florida.

College Students' Uses and Gratifications of the News Coverage of the Clinton - Ms. Lewinsky Affair
Seung Kwan Ryu, Southern Illinois University.

News Coverage and Polls in the 2000 U.S. Presidential Primaries
Mark D. Harmon, University of Tennessee.

Discussant: Dietram A. Scheufele, Cornell University

MAPOR is an extended network of professional friends, but it is more than that. It is a group of people who are interested in the same things and who are willing to discuss ideas in a supportive way.

Phil Tichenor once told me that a research conference should be open to new ideas, to ideas that are still emerging, and to new people. MAPOR is just such a conference.

Lee Becker

Paper Session 4

News on the Net
Symphony B

Moderator: Carroll Glynn, The Ohio State University

Reports of Bob Hope's Death Have Been Greatly Exaggerated: Journalistic Values of Online Newspaper Editors
Thomas J. Johnson, Southern Illinois University, Kimberly Bissell, University of Alabama, & James D. Kelly, Southern Illinois University.

Variations in Prominence of News Story Types in Web and Print Newspapers
Ashley Timiraos & William P. Eveland Jr., The Ohio State University.

Sung Tae Kim & Eun Seong Kim, Indiana University.

Discussant: David Tewksbury, University of Illinois, Urbana-Champaign
Friday, November 17

1:30 - 3 p.m.

Paper Session 5
Public Opinion Theory: A New Look at Old Hypotheses
Symphony C

Moderator: Teresa Mastin, Middle Tennessee State University

MAPOR at 25: Content Analysis of a Quarter-Century of Public Opinion Research
Richard M. Perloff & Dylan Sutton, Cleveland State University.

Trait- and State-Based Fear of Isolation and the Spiral of Silence
Kurt Neuworth, University of Cincinnati, & Edward Frederick, University of Southern Mississippi.

Experimenting with Bandwagon and Underdog Effects Using Fabricated News Stories
Lillian Diaz-Castillo & Paul J. Lavrakas, The Ohio State University

Discussant: Gerald Kosicki, The Ohio State University

3:15 p.m. - 4:15 p.m.

Exhibits and Applications
Symphony C

Software for presentation graphics, analytical packages, mapping and trending and sampling.

4:30 p.m. - 6 p.m.

Cocktail Pedagogy Hour
sponsored by GENESYS Sampling Systems
Intermezzo

I second Mark Miller's remark when he received the MAPOR Fellow Award: The strengths of MAPOR are its people, its people, and its people.

David Fan

Presiding: Steve Everett, MAPOR President
DSD Laboratories/US Air Force

Presenter: Jeff L. Herrmann, Nielsen Interactive Services

7 p.m.

Welcome Dinner (Dutch Treat)
Meet in Lobby

New and longtime members and guests are invited to join MAPOR's President, Steve Everett, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.
Saturday, November 18

8 a.m. - Noon
Registration (coffee, tea, bakery)
Intermezzo

8:30 a.m. - 10 a.m.
Paper Session 6
New Media: Its Uses & Diffusion
Symphony A

Moderator: Matt Nisbet, Cornell University

Communication and Public Opinion Research About the Internet: A Meta Analysis
Sung Tae Kim & David Weaver, Indiana University.

Children's Use and Perceptions of Media in the Internet Age
Brooke Barnett & Dan G. Drew, Indiana University.

New Media Usage by Young Adults in Germany and the U.S.
Dennis K. Davis, Pennsylvania State University, & Ruediger Steinmetz, University of Leipzig.

Diffusion of Innovation Applied to an Organizational Intranet
Kathy Keltner, Middle Tennessee State University.

Discussant: Patricia Moy, University of Washington

Paper Session 7
Media and the Cultivation of Expectations
Symphony B

Moderator: Leola McClure, The Ohio State University

The Relationship Between Knowledge Gap, Television Programming, and Interest in Health and Fitness
Fiona Chew, Syracuse University.

MAPOR has always been to me a delightful blend of the same and the different. Same location, same weekend, many of the same people even. But new and different ideas and a launching pad for the first presentation of many a student who went on to become a leader in our field.

Tom Smith

Alcohol Expectancies in Thailand
Ian M. Newman & Tiandong Li, University of Nebraska.

Is the News World the Real World? Cultivating Views of News Accuracy
Elizabeth A. Skewes & Pamela J. Shoemaker, Syracuse University.

The Contribution of Local Television News to Concern About Crime
Todd C. Trautman, University of Illinois.

Discussant: Julie Andsager, Washington State University
Saturday, November 18

8:30 a.m. - 10 a.m.

Paper Session 8
Refining Internet Surveys
Symphony C

Moderator: Molly Longstreth, University of Arkansas

Will the Real Internet Please Stand Up: An Analysis of Eight Internet Surveys
Barbara K. Kaye, Valdosta State University, & Rey G. Rosales, Southern Illinois University.

Something Old, Something New: A Mode Comparison of Internet and In-Person Surveys
Tom W. Smith, University of Chicago.

Who are More Likely to Answer Internet Surveys? Perception on Importance of Internet: A Comparison of Structural Equation Models
Sunghee Lee, University of Nebraska.

Discussant: Allan McCutcheon, University of Nebraska, Lincoln

10:15 a.m. - 11:45 a.m.

Paper Session 9
Media, Trust & Credibility
Symphony A

Moderator: Renee Botta, Cleveland State University

A Suicidal Messenger? Media Self-Criticism and Press Credibility
Kathy Keltner & Robert Wyatt, Middle Tennessee State University, & David P. Fan, University of Minnesota.

Religiosity as a Predictor of Media Credibility
Ken Blake, Robert Wyatt, Teresa Mastin & Jill Edy, Middle Tennessee State University.

Quantifying Social Trust, Trust in Elections and Civic Engagement: An Evaluation of the 2000 NES Pilot Data
Bryan E. Denham, Clemson University.

Trust in Federal and Local Government: The Effects of Media Use and Employment
Lars Willnat, George Washington University, Patricia Moy, University of Washington, & Jarol B. Manheim, George Washington University.

Discussant: Leo W. Jeffres, Cleveland State University
Panel Session 1
Careers in Survey Research
Symphony B

Chair: Allan McCutcheon, University of Nebraska

Panelists: John Loft, Research Triangle Institute
Richard Day, Richard Day and Associates
Kenneth Rasinski, National Opinion Research Center
Robert Schussel, The Gallup Organization

This panel is intended to inform graduate students about career opportunities in survey research. Representatives of several research firms will discuss the types of positions currently available in survey research companies, how to locate these kinds of companies, how to approach them, and many other details rarely included in the formal curriculum.

Paper Session 10
Issues in Measurement and Methods
Symphony C

Moderator: Doug McLeod, University of Wisconsin

Virtual Focus Groups: A Methodological Assessment
Aswin Punathambekar & Todd Fraley, University of Georgia.

Experiences of Discrimination: The Extent and Nature of Unfair Treatment Due to Race and Ethnicity
Tom W. Smith, University of Chicago.

Predictors of Respondent Satisfaction with Surveys

Going Beyond Expressed Opinions About Reproductive Health to Understand Underlying Cultural Beliefs and Attitudes Using Indepth Interviews
Kalyani Subbiah, Syracuse University.

Discussant: Ward Kay, National Institute on Alcohol Abuse and Alcoholism

11:45 a.m.-1:45 p.m.

Lunch (on your own)

To say that MAPOR is a family is a cliché. In fact, it’s better than most families.

Bob Wyatt
Saturday, November 18

1:45 p.m. - 3:15 p.m.

Paper Session 11
Public Opinion: Its Uses and Abuses
Symphony A

Moderator: Peter Miller, Northwestern University

- Representing the Public: The Use of Polls in Deliberative Policymaking Processes
  Jennifer Oats-Sargent, University of Illinois.

- When Pollsters Go to Court: A Survey of the Uses and Abuses of Public Opinion as Evidence in Recent Court Proceedings
  Patricia M. Kennedy, Syracuse University.

- Agenda Building Process During George Bush’s War on Drugs
  Seung Kwan Ryu, Southern Illinois University.

Discussant: Rob Daves, Minneapolis Star Tribune

Paper Session 12
Public Opinion about Public “Issues”
Symphony B

Moderator: Matt Courser, The Ohio State University

- When Science and Technology Enter the Political Sphere: The Role of the Media in Informing the Public and Shaping Public Perception
  Matt Nisbet & Dietram A. Scheufele, Cornell University.

- Voting Green: The Environment Factor and Media Use in the 1996 Presidential Election
  Ronald Sitton & M. Mark Miller, University of Tennessee.

- Toward the Demise of the Death Penalty?
  David P. Fan, University of Minnesota, Kathy Keltner & Robert Wyatt, Middle Tennessee State University.

- Modernity and Risk in Three Nations: A Comparative Study of Popular Opinion Toward Biotechnology
  Allan McCutcheon, University of Nebraska, & Koen Abts, Catholic University of Brussels.

Discussant: Thomas M. Holbrook, University of Wisconsin, Milwaukee

MAPOR has always been my “favorite” academic organization - for its size, for the consistency of its programs, for the opportunity to see old friends and share ideas. The old moving escalator is gone (along with most of my hair) and MAPOR encountered a few bumps along the way, but even those have turned into fond memories. Attending MAPOR has never been an academic obligation or a notch on the service chart. Instead, it’s a refuge nestled between the busy pace of fall classes and an even busier holiday season. When MAPOR members move out of the region, they cling to their membership, providing proof that the “Midwest” is a state of mind.

Leo Jeffres

For me, personally, MAPOR will always be remembered as a special place in time where I got my professional start, as have so many other young professionals in the field. And, of course, it is filled with fond memories of many great nights eating, drinking, and laughing together in the ever-exciting atmosphere of Michigan Ave. and downtown Chicago - scattered memories of “the way we were.”

George Bishop
1:45 p.m. - 3:15 p.m.

Panel Session 2
Public Opinion and the Normative Role of the Media in Democracy: A Tribute to Jack McLeod
Symphony C

MAPOR is like the old hometown candy store for me - a lot of intellectual treats offered in a comfortable setting with lots of friendly, familiar faces to share the treats. It's a nice beginning for the joyful season - Thanksgiving, Christmas, New Year's.

_Doris Graber_

In association with the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication.

Chair/Moderator: Sharon Dunwoody, University of Wisconsin-Madison

Panelists: Lee B. Becker, University of Georgia
          Carroll Glynn, The Ohio State University
          Gerald Kosicki, The Ohio State University
          Garrett O'Keefe, University of Wisconsin-Madison
          Zhongdang Pan, University of Michigan

3:30 p.m. - 5 p.m.

Paper Session 13
Questionnaire Design, Surveys
Symphony A

Twenty five years ago, I heard about a first MAPOR conference as a graduate student. It didn't mean too much at the time. Now it does. MAPOR is a signpost on the academic calendar. It signifies intellectual things are going on in Chicago in late November and we may be there to share something exciting. MAPOR is also a time for circulating among friends, finding comrades who share our views of the world — there are precious few of these, one recognizes, as you land in the city of broad shoulders.

_Rick Perloff_

An Analysis of Respondent Effort: Implications for Standardization and Questionnaire Design
Jennifer Dykema & Nora Cate Schaeffer, University of Wisconsin-Madison.

Does Thinking Make It So? Interviewer Expectations and Data Quality
Lewis Horner, Matthew Courser, & Paul J. Lavrakas, The Ohio State University.

George W. Bush's November Surprise of an Old Arrest Cost Him 3 Percent
David Fan, University of Minnesota

Discussant: Trevor Tompson, Voter News Service
Saturday, November 18

3:30 p.m. - 5 p.m.

Panel Session

25 Years of MAPOR: Theory and Methods in Retrospect and Prospect
Symphony B

Moderator: Steve Everett, DSD Laboratories/U.S. Air Force

Panelists:
- Do Regional Associations Make Sense?
  Doris Graber, University of Illinois, Chicago

- MAPOR as a Socializing Experience
  Jack McLeod, University of Wisconsin, Madison

- The Agenda of MAPOR: A Quarter-Century Perspective
  David Weaver, Indiana University

- MAPOR and the Training of Graduate Students
  Michael Traugott, University of Michigan

Paper Session 14

Innovations & Expertise in News Organizations
Symphony C

Moderator: Elizabeth Skewes, Syracuse University

- Structural Pluralism Community Newspaper Adoption and Use of Information Technologies
  Douglas B. Hindman & Candace Decker, North Dakota State University.

- Use of Public Record Database in Newspaper and Television Newsrooms
  Brooke Barnett, Indiana University.

- Determinants of Newsroom Use of Staff Expertise: The Case of International News
  Wilson Lowery, Lee B. Becker, & Aswin Punathambekar, University of Georgia.

Discussant: Sharon Dunwoody, University of Wisconsin, Madison

5 p.m. - 5:30 p.m.

Business Meeting
Symphony C

5:30 p.m. - 6:30 p.m.

Social Hour
Intermezzo